



**COLLEGE of BUSINESS
AND ECONOMICS**

SCHOOL OF HOSPITALITY, FOOD
AND TOURISM MANAGEMENT

HFTM*1070

Responsible Tourism Planning and Development

[0.5 credit] F

General Course Information

Instructor: Marion Joppe
Email mjoppe@uoguelph.ca
Office Location MACS 306
Office Hours By appointment
Department/School HFTM

Class Schedule:

Lecture: Thursday, 10 -11:30 am, LA 204
Seminars: Monday, 2:30-4 pm; Tuesday, 10-11:30 am; 11:30-1 pm; 4-5:30 pm

Teaching Assistant:

Email
Office Location
Office Hours

Course Description

This course provides an overview of the tourism industry globally, its scale, scope and organization. It focuses on the industry’s role within a broader context of development choices and implications for responsible tourism planning. Topics covered include: reasons for development; tourism development as a strategy for urban revitalization; tourism's links to heritage conservation and regional development; sustainability and the adverse impacts of development; cultural considerations and community participation; and the importance of context for individual tourism projects.

Course Assessment

	Topic	Weight	Due/location
1.	3 news stories with analysis	15%	2 prior to fall break, 1 post; seminar discussion group
2.	4 quizzes	15%	Online/in class
3.	Group Project on Airbnb	20%	Oct 20, Dropbox
4.	Group Project on WTTC winner	20%	Nov 24, Dropbox
5.	Final exam	20%	Take-home, Dropbox
6.	Participation	10%	N/A
	Total	100%	

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

Knowledge and Understanding:

1. Identify the major challenges faced by humanity and be able to link exercises and assignments back to those challenges.
2. Identify and describe the core concepts in tourism, including the scale, scope, and organization of the industry as well as its performance at the national and provincial level
3. Discuss tourism's role within the UN Sustainability Development Goals and identify tourism's potential in meeting them
4. Translate the policy development process (i.e. the means whereby policy problems are defined, resolved and reviewed)
5. Identify the roles of the public and private sectors, NGOs, and professional and trade associations involved in the tourism industry in Canada and worldwide

Discipline/Professional and Transferable Skills:

6. Analyze tourism development as a strategy for regional development and revitalization through an assessment of WTTC Tourism for Tomorrow winner
7. Write a variety of critical and analytical assignments that demonstrate the appropriate use of terminology applied to the hospitality and tourism industries

Attitudes and Values:

8. Critically appreciate the principals of sustainability and community involvement as they pertain to tourism through a variety of written and oral assignments
9. Discuss critically the positive and negative impacts of tourism domestically and globally through seminar participation

Indicative Content

The University of Guelph Course Link website will be used extensively throughout this course. Students are expected to check the site on a daily basis for regular updates to course contents. Additional relevant readings may be added to Course Link and students are expected to ensure these items are read.

Teaching and Learning Practices

Lectures

Note: Courselink will be used to update students on readings and other news. It is your responsibility to check regularly and come prepared for both lectures and seminars.

Week 1	Sept 6	Introduction and course overview Introduction to course; expectations; assignments
Week 2	Sept 13	Global context of challenges and major disruptions Videos: "How economic inequality harms societies", "Innovation and Impact"

		<p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Posted news stories</i>
Week 3	Sept 20	<p>Tourism definitions, structure, scale, scope, and organization</p> <p>Review tourism performance worldwide: key countries</p> <p>Quiz Sept 22 + 23 in seminar</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Posted news stories</i>
Week 4	Sept 27	<p>No class</p> <p>Tourism's performance at the national and provincial level</p> <p>Work with National Tourism Indicators and Tourism HR data</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Canada's tourism vision: One year of progress</i>
Week 5	Oct 4	<p>Guest Lecture: Costa Rica case</p> <p>Videos: Goose with the Golden Eggs</p> <p>Fall break</p>
Week 6	Oct 11	<p>Political ideologies and government decision making</p> <p>Toronto's approach to hotel taxes and legislating Airbnb</p> <p>Quiz Sept 15 + 16 in seminar</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Joppe_ International Tourism Policy</i> • <i>Extensive material on CourseLink related to sharing economy, overtourism and Airbnb</i>
Week 7	Oct 18	<p>Conceptual evolution and definitional challenges of sustainability</p> <p>Corporate Social Responsibility vs Sustainability vs Responsibility</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Textbook Chapter 1: What is Responsible Tourism?</i>
Week 8	Oct 25	<p>The need to redefine business</p> <p>UN Sustainability Goals</p> <p>Quiz Sept 29 + 30 in seminar</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Textbook Chapter 2: The Business of Responsible Tourism</i>
Week 9	Nov 1	<p>Destinations: Pros and cons of tourism</p> <p>The problem with all-inclusives and cruises</p> <p><i>Readings:</i></p> <ul style="list-style-type: none"> • <i>Textbook Chapter 3: Responsible Tourism in Destinations</i>
Week 10	Nov 8	<p>Socio-economic challenges and opportunities related to tourism</p> <p>Better Life Index exercise</p> <p>Quiz Nov 12 + 13 in seminar</p>

Readings:

- *Posted news stories*
- *Textbook Chapter 4: Social Responsibility*
- *Textbook Chapter 5: Economic Responsibility*

Week 11 Nov 15

Environmental Sustainability and climate change

Calculating your carbon footprint

Quiz Nov 19 + 20 in seminar

Readings:

- *Posted news stories*
- *Textbook Chapter 6: Environmental Responsibility*

Week 12 Nov 22

The future of tourism

Exam review

Readings:

Textbook Chapter 7: What's to be done?

Course Resources

Required textbook: Harold Goodwin (2016). *Responsible Tourism*, Goodfellow Publishers

The readings can be downloaded through the Library's on-line journal access or else are provided through Courselink.

Students are expected to read at least one major newspaper weekly for developments that impact on the supply or demand of tourism, as well as sign up to at least two listservs that specialize in tourism news.

Examples include:

- <http://www.eturbonews.com/>
- http://www.tourism-review.com/get_email_news.php
- Travelmole (and a whole series of newswires): <http://www.travelmole.com/#3>
- Reseau Veille Tourisme (in French): <http://veilletourisme.ca/>
- <http://www.greenlodgingnews.com/>
- <http://www.hotelnewsresource.com/>
- <http://www.hospitalitynet.org/>

Most of these websites also have archives and are searchable, which makes them an excellent resource for some of the assignments.

Course Policies

Grading Policies

Assignments are to be submitted ELECTRONICALLY in Word, spaced 1.5 through the Courselink dropbox as indicated. A penalty (5%) per day will apply to late assignments unless accompanied by a medical certificate. Please note that these policies are binding unless academic consideration is given to an individual student. Detailed grading schemes will be posted for these assignments.

Computers are not to be used during the lecture. You can download the presentations and print them prior to class so you can make notes. If you need a computer for accessibility reasons, please speak to me. Cell Phones should be turned off before class and seminars.

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

University Policies

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor. The Academic Misconduct Policy is detailed in the Undergraduate Calendar: <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Drop date

The last date to drop one-semester courses, without academic penalty, is **November 2, 2018**. For regulations and procedures for Dropping Courses, see the Undergraduate Academic Calendar: <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Please note:

An **International Student Advisor** is available to meet one on one with undergraduate international students. Common topics include adaptation challenges, academic concerns, and culture shock. Please contact Yassin Sagnia at ysagnia@uoguelph.ca

In addition, **International Student Connections** offers events and programs specifically for international students through the Office of Intercultural Affairs, including free skill-building and intercultural competency workshops, cultural excursions, and social activities.